

# MEDREGION UPDATE

Regional Office Tunis

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## MEPI in 2009— apply for a grant!

- The Tunis Regional Office has around \$2 million to support grants in the region.
- Details on how to apply can be found on page three or with your local MEPI committee.
- Make this the year to become involved with your community...and MEPI activities!

## Broadcasting on YouTube: Creating Our Own Video to Promote Social Change

Mona Hamed and Amel Wehda recently received an honorary award for their production of a bilingual, Arabic and English, Public Service Announcement (PSA) on "honor killing" on behalf of the Women's Affairs Technical Committee (WATC). The honor killing PSA video was submitted in a YouTube competition entitled "What Do Human Rights Mean to You" organized by the Women's Learning Partnership for Rights, Development and Peace (WLP).



*Mona Hamed receiving a prize on behalf of the WATC for the "Honor Killing" video in the WLP's competition on YouTube.*

WATC is one of seven civil society organizations that received training from the Barefoot Workshops PSA production project in late 2008.

The workshops were participants from supported by MEPI and the organizations in the West United States Consulate Bank, how to write, shoot, General in Jerusalem. produce, and edit PSAs.

Barefoot Workshops led a three-week program entitled "Media, Activism and Democracy," that taught organizations in their efforts to raise awareness about important social issues.

*(Continued on page 2)*

## The Summit of Unlimited Youth

The Moroccan Education and Resource Network (MEARN) organized "the Summit of Unlimited Youth" project from April 1 to April 4, 2009, under the theme "The School: Space to Consolidate the Sense of Initiative and Responsibility in Youth". One hundred and eighty engaged youth and 60 teachers participated in the youth summit.



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*Participants in the Summit of Unlimited Youth project*

*Continued from page 1*



*Mona presenting at the Youth Technology Festival*

The honor killing video addresses the need to change the Palestinian Penal Code. The current code allows courts to hand down lighter sentences to criminals convicted of honor killing crimes.

On this occasion, Mona Hamed gave a presentation called "Broadcasting on YouTube: Creating our Own Videos to Promote Social

Change". Her audience was the Youth Technology Festival WLP conducted in Jordan. Hamed showed two PSA's produced by the WATC during her talk, one on honor killing and the other on violence against women. Hamed also talked about her experience with WATC and the thrill of producing two PSAs using the skills she gained at the Barefoot workshops.

#### About Barefoot:

Barefoot Workshops is a New York City based nonprofit organization founded in 2004 that teaches individuals and organizations how to use digital video, new media, and the arts to transform their communities and themselves. Each year, Barefoot teaches traditional documentary workshops. Barefoot workshops also leads NGO workshops in partnership with government and nongovernmental organizations. It aims to build the capacity of organizations around the world to meet program goals in area such as: health (HIV/AIDS), conflict resolution, youth empowerment, civil rights and democracy building.

Barefoot Workshops' goal is to create responsible filmmakers who care about the world around them and who contribute to their communities.

<http://www.barefootworkshops.org>

"Hamed stated that "the video conveys a stronger emotional power on viewers than when they read from a brochure about facts and statistics about honor crimes in the Palestinian Territories".

This video reflects the importance of changing the Palestinian Penal Code.

Palestinian President to take action to eradicate articles of law that exonerate people from honor crimes.

The two PSAs produced by the WATC will be used in advocacy campaigns against domestic violence and honor killing.



[The YouTube video link](#)

The message at the end of the clip says "Dear Mr. President, the Palestinian Penal Code STILL Permits HONOR CRIMES against women". The words, "NO MORE EXCUSES". The message urges the

WATC recognized the power of video spots in YouTube and are determined to use it as an online advocacy tool to mobilize, support and achieve heightened visibility for its awareness campaigns.





## Fostering Social Awareness: *Manarat* magazine

Al Manarah Association for the Advancement of the Arab Blind in Israel published the second edition of its Arabic biannual 32 page-magazine “*Manarat*” funded by a MEPI grant. The magazine addresses a wide range of topics of concern to blind and disabled people from Arab communities in Israel.

*Manarat* magazine articles shed light on the successes

achieved by blind individuals and tracks the latest inventions designed to facilitate the lives of disabled people as well as covering sport, social and cultural events that may be of interest to blind people.

*Manarat* also announced the initiation of an Arabic hotline service that offers consultation to blind people and their families.

Al Manarah fosters social awareness within the Arab and Israeli community about the challenges that blind people face. As part of this effort, Al Manarah conducts workshops and seminars to expose school children, university students, and parents to the life, needs, challenges and rights of its constituency. Adv. Abbass Abbass said, “It’s the first of its kind in the Arab society in Israel.”



Second edition of Al Manarah Magazine

[www.almanarah.org](http://www.almanarah.org)

*Continued from page 1*



The summit empowers youth in middle and secondary schools, by instilling leadership skills and civic awareness.



These young leaders promote and implement constructive social change within their local communities in Morocco.



The activities of the summit were varied consisting of youth and teacher training workshops, a civic education campaign, a youth

entrepreneurial spirit campaign, and protection of the environment campaign.

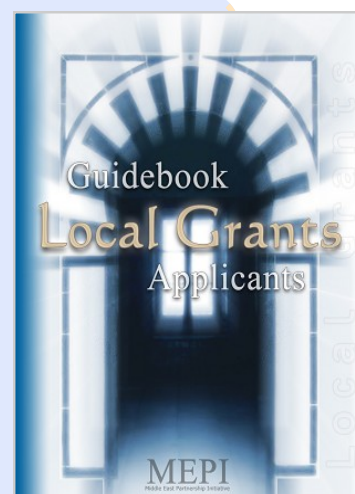
Projects took the form of film shows, visits, murals and consensus building.

In total, 2800 youth were reached by the project and its components.

## Submit your grant applications now!

Funding is available now for Local Grants. Please contact your country’s U.S. Embassy MEPI Committee and see the guidebook available on our [website](http://www.medregion.mepi.state.gov) for step-by-step instructions in English and Arabic.

[www.medregion.mepi.state.gov](http://www.medregion.mepi.state.gov)



*The following article is the first in a series that aim to inform our readers about MEPI successful Local Grant processing.*

**New**

## Strategic Planning Process

Every organization, no matter how large or how small, has an identity and a reason for existing. This is true for government agencies, as well as non-governmental organizations (NGOs).

### Definition of Strategic Planning:

The strategic planning process is an organized effort to make strategic decisions about an NGO's identity and reason for existence. It is also a set of principles, steps, and tools designed to help leaders, managers, and planners think and act in a strategic fashion. This process, then, will help the NGO make effective decisions to achieve its mission and to serve its target audience by taking into consideration its strengths and weaknesses, as well as opportunities and threats that exist in its external environment. In other words, strategic planning is a process of analysis, which provides a creative, innovative, and deep look into an NGO's character and culture to assist the NGO as it searches for new ideas and builds its future.

The following are some additional reasons to be considered:

- ♦ Strategic planning helps identify the main direction toward which an NGO should focus its efforts and activities;
- ♦ Strategic planning develops the rationale for an organization's existence, enabling an NGO to identify the major goals and objectives it wishes to achieve
- ♦ Strategic planning improves the quality of decisions made by an NGO as it focuses attention towards the critical challenges facing the organization
- ♦ Strategic planning helps decision makers identify the appropriate measures and actions to deal with these issues
- ♦ Strategic planning helps enlarge the NGO's internal and external constituencies, thereby increasing its feeling of security and trust.



Middle East Partnership Initiative

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### ABOUT MEPI:

The Middle East Partnership Initiative (MEPI), located within the Bureau of Near Eastern Affairs at the U.S. Department of State, assists efforts to expand political participation, strengthen civil society and the rule of law, empower women and youth, create educational opportunities, and foster economic reform throughout the Middle East and North Africa (MENA).

### MEPI Regional Office, Tunis

Housed at the U.S. Embassy in Tunis, administers MEPI local programs in Algeria, Egypt, Israel, Lebanon, Libya, Morocco, Tunisia, and West Bank/Gaza, and accounts for around \$2 million in program funding each year. In addition to coordinating with U.S. Embassies throughout the region, the Tunis RO organizes conferences (such as the Business Women's Summit and Student Leaders Alumni Conference), facilitates exchange programs (such as the Leaders for Democracy Fellowship program and the Students Leaders program), and provides a variety of funding opportunities (such as the MEPI Local Grants program and Civil Society Grants), as well as supporting visits, seminars, and training programs designed to advance reform.



**We are on the web!**  
[www.medregion.mepi.state.gov](http://www.medregion.mepi.state.gov)